

WELCOME TO YOUR SOCIAL MEDIA MARKETING INTERNSHIP

Throughout your time with us, you'll obtain various skills related to all aspects of social media marketing. In addition to weekly assignments and projects, your internship includes a final internship project. You will be tasked with the creation of a campaign item of your choice in week 7.

EXPECTATIONS

You are expected to be here on your scheduled days and times, as agreed upon with the Director of Online Communications before beginning your internship. You are required to alert your Director if you are going to be absent or late and to receive approval on make-up time.

You are required to clock in when you arrive, and clock out when you leave. You must turn in your Weekly Question answer and Research findings to your Director on the last day of each week.

SCHEDULE

This internship is based on a 10-weeks, 10 hours per week for a total of 100 hours. Below is the schedule for assignments to complete in your time here. This may change based on your individual skill-set or needs.

These assignments are meant to educate and challenge you, while providing you with the experience necessary to pursue a rewarding career in social media marketing.

Week 1 — Introduction, Clients, and Facebook Marketing
Week 2 — Workflow, Client Goals, and Processes
Week 3 — Social Media Advertising
Week 4 — Reporting and Analytics
Week 5 — Email Marketing

Week 6 — Editorial Calendars & Time Management
Week 7 — Intern Project Introduction
Week 8 — Intern Project Continuation
Week 9 — Intern Project Continuation
Week 10 — Final Touches and Presentation

OUR GOAL

BY THE END OF THE INTERNSHIP, YOU WILL HAVE A VALUABLE PORTFOLIO OF SOCIAL MEDIA MARKETING CONTENT AND STRATEGIES. YOU WILL ALSO OBTAIN A SKILLSET NECESSARY FOR A PROMISING CAREER.



WEEK 1

Topic:

Introduction to Titan, clients, and Facebook Marketing

Assignments:

- 1) Complete the recommended courses from the Facebook Blueprint program
- 2) Research existing clients and develop new social media recommendations and/or ideas based on the respective client's overall goals

Due Date:

Assignments due at the end of the week.

Tools:

- Facebook Blueprint Program

Deliverables:

- Completion of program
- Social media client recommendations

Purpose:

Intern must demonstrate the following:

- Knowledge of Facebook marketing
- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 1 Total Hours:

*This is for your records only.
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WEEKLY QUESTION 1

Upon learning more about what this department does and how it fits into the flow at Titan Web Marketing Solutions, what area(s) of Social Media and/or Email Marketing are you most interested in exploring further?

RESEARCH FINDINGS 1

Find 3 examples of brands doing well with Facebook marketing. Explain why their strategy is successful.

Remember! Turn in your Weekly Question and Research Findings on the last day of this week!



WEEK 2

Topic:

Introduction to Workflow, Client Goals, and the Process of Achieving Goals

Assignments:

- 1) Complete a Social Media audit for three influential brands and three “dying” brands.
- 2) Assist Director in an initial consultation, proposal, or new marketing plan.

Due Date:

Assignments due at the end of this week.

Deliverables:

- Social media audit (3)
- Tasks as assigned by the Director

Purpose:

Intern must demonstrate the following:

- Knowledge of Facebook marketing
- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills

Day 1 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 1 Total Hours:

Day 2 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 2 Total Hours:

Week 2 Total Hours:

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WEEKLY QUESTION 2

Social Media marketing for a business should always have a purpose. Likewise, your internship experience should have a purpose. What is your goal for this internship? What do you hope to achieve in your time here at Titan Web Marketing Solutions?

RESEARCH FINDINGS 2

Please list all resources you referenced during this week and explain how it was helpful.

Remember! Turn in your Weekly Question and Research Findings on the last day of this week!



WEEK 3

Topic:

Types of Social Media Advertising

Assignments:

1) Write and/or design ads for the following formats: Facebook post, Like campaign, Instagram post and/or campaign, Lead Generation campaign, Content Promotion, and Listing/Product highlight.

2) Work with designer, writer, and/or web developer(s) to create a basic Facebook ad campaign.

Due Date:

Assignments due at the end of the week.

Tools:

- Lessons learned from Facebook Blueprint program and previous tasks.
- Titan Web Marketing Solutions writers, designers, and/or developers.

Deliverables:

- Ads as assigned by the Director
- 1 basic Facebook ad campaign

Purpose:

Intern must demonstrate the following:

- Knowledge of Facebook marketing
- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills

Day 1 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 1 Total Hours:

Day 2 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 2 Total Hours:

Week 3 Total Hours:

*This is for your records only.
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WEEKLY QUESTION 3

Communication is an important part of every professional career. Do you feel comfortable talking to/working with other team members? How can you improve your communication skills for the remainder of the internship program?

RESEARCH FINDINGS 3

Find 3 recent and relevant articles discussing social media advertising trends. What lessons did you learn from these articles?



WEEK 4

Topic:

Reporting and Analytics

Assignments:

1) Design or write a sample report using Titan Web Marketing Solution's Social Media/Email Marketing Reporting Template.

2) Write a blog describing your experience in social media marketing at Titan Web Marketing Solutions thus far.

Due Date:

Assignments due at the end of this week.

Tools:

- Titan Web Marketing Solutions reporting template

Deliverables:

- Sample report
- 1 blog post

Purpose:

Intern must demonstrate the following:

- Knowledge of Facebook marketing
- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 4 Total Hours:

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WEEKLY QUESTION 4

What do you find to be the most important metric to measure for showing social media results? Why?

RESEARCH FINDINGS 4

Research the definition and importance of 3 social media marketing metrics. Report your findings.



WEEK 5

Topic:

Email Marketing

Assignments:

- 1) Write/design an email marketing campaign.
- 2) Watch recommended tutorials for using our specific email marketing system.

Due Date:

Assignments due at the end of the week.

Tools:

- Streamsend email marketing system

Deliverables:

- 1 email marketing campaign

Purpose:

Intern must demonstrate the following:

- Knowledge of email marketing
- Knowledge of email media best practices
- Ability to research and find answers
- Written and verbal communication skills

Day 1 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 1 Total Hours:

Day 2 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 2 Total Hours:

Week 5 Total Hours:

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WEEKLY QUESTION 5

Email Marketing allows businesses to keep in contact with their current and previous customer base on a regular basis. What kind of promotional emails do you open? How do you interact with emails? How can you apply this knowledge to email marketing for a business?

RESEARCH FINDINGS 5

List 3 examples of email promotions you would interact with, and 3 examples you would mark as spam, unsubscribe from, or delete. Explain your reasoning.



WEEK 6

Topic:

Editorial Calendars and Time Management

Assignment:

1) Create a complete sample editorial calendar (including content planning, creation, scheduling, and post date).

Due Date:

Assignment due at the end of the week

Deliverables:

- 1 sample editorial calendar

Purpose:

Intern must demonstrate the following:

- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills
- Time management and organizational capabilities

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 6 Total Hours:

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WEEKLY QUESTION 6

Time management is a skill that enhances all aspects of one's professional expertise. How do you manage your tasks in both your personal and scholastic/professional life? How do you respond when you feel overwhelmed?

RESEARCH FINDINGS 6

Find 3 examples of editorial calendars. Which example do you like best? Why?



WEEK 7

Topic:

Intern Project Introduction

Assignment:

Complete **one of the following campaign items** (from planning to execution) over the next three weeks:

- Video
- Full Facebook Campaign (ad, landing page, and remarking ad, if necessary)
- Event/Seminar
- Infographic
- E-Book
- Other — Speak with Social Media Director about choice

Start by planning out your timeline for the project and coordinate with the Project Manager to collaborate and schedule the team members you will need to work with from the Titan Web Marketing Solutions team.

Upon completion of the project, you are required to present their project to the CEO, respective Director, and social media/email marketing team.

Due Date:

End of the internship.

Purpose:

Intern must demonstrate the following:

- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills
- Time management and organizational capabilities

Day 1 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 1 Total Hours:

Day 2 Date:
Time In:
Time Out for Lunch:
Time In from Lunch:
Time Out:

Day 2 Total Hours:

Week 7 Total Hours:

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WEEKLY QUESTION 7

What do you hope to learn and accomplish from your Intern Project in the coming weeks?

RESEARCH FINDINGS 7

Find examples of campaign items similar to what you plan to create. Use these examples as inspiration — do not copy their work/idea!



WEEK 8

Topic:

Intern Project Continuation

Assignment:

Continue working on Intern Project — *Give respective Director an update on your progress.*

Due Date:

End of the internship

Purpose:

Intern must demonstrate the following:

- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills
- Time management and organizational capabilities

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 8 Total Hours:

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WEEKLY QUESTION 8

What skills have you learned so far in your internship that you would like to expand upon or that peaked your interest?

RESEARCH FINDINGS 8

Research the skills necessary for an employment opportunity in social media marketing. What skills do you possess? Which skills do you lack? How can you obtain those new skills?



WEEK 9

Topic:

Intern Project Continuation

Assignment:

Continue working on Intern Project — *Give respective Director an update on your progress.* Remember, you will have limited time next week to put the final touches on your project!

Due Date:

End of the internship

Purpose:

Intern must demonstrate the following:

- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills
- Time management and organizational capabilities

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 9 Total Hours:

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WEEKLY QUESTION 9

What has been your favorite part of this internship?
Would you change anything about the internship?

RESEARCH FINDINGS 9

List the challenges you faced this week with regards to your project. What helped you tackle these challenges?



WEEK 10

Topic:

Final Touches and Presentation

Assignment:

Get last minute feedback from team, make final edits, and present final presentation and intern project to the CEO and Social Media/Email Marketing department. Don't worry, you'll do great!

Due Date:

Presentation time agreed upon by CEO, Director, and additional team members.

Deliverables:

- 1 social media campaign item

Purpose:

Intern must demonstrate the following:

- Knowledge of social media best practices
- Ability to research and find answers
- Written and verbal communication skills
- Time management and organizational capabilities
- Presentation and public speaking talents

Day 1 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 1 Total Hours:

Day 2 Date:

Time In:

Time Out for Lunch:

Time In from Lunch:

Time Out:

Day 2 Total Hours:

Week 10 Total Hours:

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WEEKLY QUESTION 10

Where do you see yourself in 5 years? This question is purposefully VERY broad. Feel free to discuss professional and personal goals, plans, and aspirations.

RESEARCH FINDINGS 10

List your favorite go-to social media networks and explain why you enjoy them.